

Discover Oklahoma Destination Dining Guide



**PUBLISHED
EVERY 2 YEARS**

Will publish again in spring/summer 2018

200000

**COPIES PRODUCED
W/ EACH PUBLICATION**

80

**PAGES OF
GOODNESS!**



**SOMETHING
FOR EVERYONE!**



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**YEAR-ROUND PROMOTION
ON DISCOVER OKLAHOMA**

2017 RATE CARD

Discover Oklahoma Destination Dining Guide

Oklahoma Tourism and Recreation Department (OTRD) will publish a new Discover Oklahoma Destination Dining Guide in Summer 2018, featuring more than 260 Oklahoma restaurants. A fan favorite, this dining guide reminds the world Oklahoma has something for everyone! A great message environment for any business wanting to capture the attention of active consumers looking for that perfect restaurant or venue, the Discover Oklahoma Destination Dining Guide is for you!



QUICK FACTS

TARGET PUBLICATION DATE: June 2018

FORMAT: 8" x 10"; 80 pages; full-color throughout

PRINT QUANTITY: 200,000

SUSTAINED MARKETING SUPPORT:

TV — Discover Oklahoma

Digital — TravelOK.com, Facebook, Email Newsletters

Print — Oklahoma Today, Oklahoma Travel Guide (Available through TravelOK.com and as free brochures at Oklahoma Travel Information Centers, Consumer Trade Shows, Group Travel Shows, OTRD Partner Locations, and Corporate Road Shows)

AD RATES

| POSITION | AD SIZE | AD RATES |
|---------------------------|---|----------|
| Back Cover | 8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area | \$7,500 |
| Premium Inside Back Cover | 8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area | \$6,825 |
| Full Page | 8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area | \$5,000 |
| Hall-Page (Horizontal) | 7.5" x 4.615" live area; 7" x 4.07" safe area | \$3,000 |
| Quarter Page | 3.625" x 4.625" live area; 3.125" x 4.125" safe area | \$2,100 |

Premium ads will be sold on a first-come, first-serve basis with first to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-ia. Design services available for an added fee.